(b) if so, whether the Nepal Government has expressed unhappiness on the recently renewed trade treaty with India;

(c) if so, what is Government's reaction thereto; and

(d) the details of other steps taken by Government to boost trade deals with Nepal?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY): (a) Yes Sir. There was news item in the Statesman dated 21st March, 2002 captioned "Nepal unhappy with trade pact".

(b) His Majesty's Government of Nepal has made no official representations showing unhappiness over the renewal of the India-Nepal Treaty of Trade on 2nd March, 2002.

(c) Does not arise.

(d) Under the India-Nepal Treaty of trade renewed from time to time, both countries grant facilities for free and unhampered flow of goods and exchange tariff preferences to promote bilateral trade on mutually agreed terms and conditions.

Export of fruits

†2389. SHRI JANESHWAR MISHRA: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether Government are contemplating to enter into the World's market with any kind of brand name denoting quality and the best of the items meant for export from India;

(b) if so, whether Government would make efforts to export of fruits like mangoes, apples, oranges etc., to be competitive and market—oriented one in the world's markets; and

(c) if so, the details thereof?

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†Original notice of the question was received in Hindi.

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY): (a) Government is supporting efforts to promote individual brands of Indian companies to foster international awareness of these brands in the overseas markets through financial assistance under the India Brand Equity Fund Trust.

(b) and (c) Government has been encouraging export of fruits through various schemes, such as arranging buyer-seller meets; participation in international fairs and exhibitions; setting up of integrated cargo handling and cold storage facilities at various International Airports, etc.

Exploration of new markets

2390. SHRI YADLAPATI VENKAT RAO: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) the strategic perspective of the exports in view of the domestic surplus; and

(b) the action taken to explore new markets like Afghanistan and other Latin American countries?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY): (a) The strategic perspective of the exports as recommended by Medium Term Export Strategy, 2002-2007 *inter alia* include identification of 220 items in the import basket of the major trading partners as well as the export basket of India in order to enhance export growth to achieve India's share of merchandise exports to 1% of world's exports by 2006-2007.

(b) An integrated programme "Focus-LAC" has been launched by the Government in order to explore new markets and significantly enhance India's trade with Latin American countries. The main objective is to increase interaction between the two regions by identifying areas of bilateral trade and investments. Similarly, Focus: Africa programme has been launched.

There is potential for supplies of various materials from India required in Afghanistan for the re-construction activities in the